

### *Amendments to the Claims*

The listing of claims will replace all prior versions, and listings of claims in the application.

1. (Currently Amended)      A computer implemented method for placing advertisements with interactive content on mobile, hand-held devices, comprising the steps of:

(1)      displaying an advertisement with interactive content on a hand-held device, wherein the advertisement is at least a portion of a web page adapted for the hand-held device based on display characteristics of the hand-held device, the web page including a web based form having one or more fields;

(2)      pre-populating at least one field of the advertisement with address location information relating to the user of the hand-held device; and

(3)      conditionally forwarding the at least one pre-populated field to an entity associated with the advertisement to provide information regarding the user to the entity.

2. (Previously Presented)      The method of claim 1, wherein step (3) comprises:  
forwarding the at least one pre-populated field to an advertiser of the advertisement in an email.

3. (Previously Presented)      The method of claim 1, wherein a fee is paid by an advertiser for each pre-populated address field forwarded to the advertiser.

4. (Currently Amended) The method of claim 1, further comprising:

(4) caching the at least one pre-populated field on the hand-held device;

wherein step (3) comprises:

forwarding the at least one pre-populated field to an advertiser of the advertisement during a subsequent sync of the hand-held device.

5. (Original) The method of claim 4, wherein a fee is paid by the advertiser for each pre-populated address field forwarded to the advertiser.

6. (Original) The method of claim 1, wherein step (2) comprises the step of pre-populating at least one field of the advertisement with a user's address location information comprising one or more of the user's electronic mail (email) address, residential address, and business address.

7. (Currently Amended) The method of claim 1, wherein a base fee is paid by an advertiser for having the advertiser's advertisement displayed on the hand-held device.

8. (Currently Amended) The method of claim 1, wherein the advertisement displayed on the hand-held device is content specific, wherein the display of said content specific advertisement comprises the steps of:

- (a) accessing a user profile associated with the user of the hand-held device;
- (b) identifying one or more of a location of the hand-held device and a time of day;
- (c) selecting one or more advertisements based on one or more of the user profile, the time of day, and the location of the hand-held device; and
- (d) transmitting the one or more advertisements selected in step (c) to the hand-held device.

9. (Currently Amended) The method of claim 1, wherein the advertisement displayed on the hand-held device is targeted for specific users by the advertiser, wherein advertiser targeting of specific users comprises the steps of:

- (a) receiving an advertisement with user preferences;
- (b) identifying users that match the user preferences; and
- (c) loading the advertisement on hand-held devices of users identified in step (b).

10. (Currently Amended) The method of claim 9, wherein the advertisement is loaded on hand-held devices of users in real time.

11. (Currently Amended) The method of claim 9, wherein the advertisement is loaded on hand-held devices of users during a subsequent sync operation.

12. (Currently Amended) The method of claim 1, further comprising the steps of:

enabling a user of the hand-held device to conduct business with a provider related to a web site associated with the advertisement,

wherein revenue from said business is shared between the provider related to the web site and a provider related to a server that enables access to the web site..

13-15. (Withdrawn)

16. (Currently Amended) A computer program product comprising a computer useable medium including control logic stored therein, said control logic when executed enabling a processor to place the placement of advertisements with interactive content on mobile, hand-held devices, said control logic comprising:

displaying means for enabling a processor to display an advertisement with interactive content on a hand-held device, wherein the advertisement is at least a portion of a web page adapted for the hand-held device based on display characteristics of the hand-held device, the web page including a web based form having one or more fields;  
and

pre-populating means for enabling a processor to pre-populate at least one field of the advertisement with address location information about the user of the hand-held device.

17. (Previously Presented) The computer program product of claim 16, wherein said control logic further comprises:

forwarding means for enabling a processor to forward the at least one pre-populated field to an advertiser of the advertisement.

18. (Original) The computer program product of claim 17, wherein a fee is paid by the-advertiser for each pre-populated address field forwarded to the advertiser.

19. (Currently Amended) The computer program product of claim 16, wherein said control logic further comprises:

caching means for enabling a processor to cache the at least one pre-populated field on the hand-held device; and

forwarding means for enabling a processor to forward the at least one pre-populated field to an advertiser of the advertisement during a subsequent sync of the hand-held device.

20. (Original) The computer program product of claim 19, wherein a fee is paid by the advertiser for each pre-populated address field forwarded to the advertiser.

21. (Original) The computer program product of claim 16, wherein said pre-populating means comprises means for enabling a processor to pre-populate at least one field of the advertisement with a user's address location information comprising one or more of the user's electronic mail (email) address, residential address, and business address.

22. (Currently Amended) The computer program product of claim 16, wherein a base fee is paid by an advertiser for having the advertiser's advertisement displayed on the hand-held device.

23. (Currently Amended) The computer program product of claim 16, wherein the advertisement displayed on the hand-held device is content specific, wherein the display of said content specific advertisement comprises:

accessing means for enabling a processor to access a user profile associated with the user of the hand-held device;

identifying means for enabling a processor to identify one or more of a location of the hand-held device and a time of day;

selecting means for enabling a processor to select one or more advertisements based on one or more of the user profile, the time of day, and the location of the hand-held device; and

transmitting means for enabling a processor to transmit the one or more advertisements selected to the hand-held device.

24. (Currently Amended) The computer program product of claim 16, wherein the advertisement displayed on the hand-held device is targeted for specific users by the advertiser, wherein advertiser targeting of specific users comprises:

receiving means for enabling a processor to receive an advertisement with user preferences;

identifying means for enabling a processor to identify users that match the user preferences; and

loading means for enabling a processor to load the advertisement on hand-held devices of users identified as matching user preferences.

25. (Currently Amended) The computer program product of claim 24, wherein said loading means comprises loading means for enabling a processor to load the advertisement on hand-held devices of users identified as matching user preferences in real time.

26. (Currently Amended) The method of claim 24, wherein said loading means comprises loading means for enabling a processor to load the advertisement on hand-held devices of users identified as matching user preferences during a subsequent sync operation.

27. (Currently Amended) The computer program product of claim 16,  
wherein said control logic further comprises:

enabling means for enabling a processor to enable a user of the hand-held device  
to conduct business with a provider related to the web site associated with the  
advertisement,

wherein revenue from said business is shared between the provider related  
to the web site and a provider related to a server that enables access to the web site.

28-45. (Withdrawn)